

## REFERENCES

1. Lehmann D. R., Keller K. L., Farley J. U. (2008). The Structure of Survey-Based Brand Metrics, *Journal of International Marketing*, no. 16 (4), pp. 29–56.
2. Kerin R.A., Sethuraman R. (1998). Exploring the Brand Value-Shareholder Value Nexus for Consumer Goods Companies, *Journal of the Academy of Marketing Science*, vol. 26, no. 4, pp. 260–273.
3. Madden T.J., Fehle F., Fournier S. (2006). Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value Through Branding, *Journal of the Academy of Marketing Science*, vol. 34, no. 2, pp. 224–235.
4. Ged T. (2000). 4D branding: cracking the corporate code of the network economy. *Financial Times Management*. 1st ed. 256 p.
5. Starov S.A., Moreva I.A., Alkanova O.N. (2011). Brand imitation in the modern simulacrum market versus marketing ethics, *Bulletin of St. Petersburg University. Series: Management*, no. 1, pp. 105–136.
6. Aaker D. (1993). *Brand Equity and Advertising*. London: Erlbaum, 380 c.
7. Klimenko O.I., Klimenko A.A. (2015). Systematization of methodological approaches to the assessment of the cost of brands and branding efficiency, *Bulletin of the Belgorod University of Cooperation and Law*, no. 3, pp. 61–69.
8. Kapustina L.M., Zhadko E.A. (2019). Brand management on the basis of an assessment of the perception of the position of the University by consumers, *Upravlenets – The Manager*, vol. 10, no. 4, pp. 98–109. DOI: 10.29141/2218-5003-2019-10-4-9.
9. Sultan P., Wong Ho Yin (2019). How service quality affects university brand performance, university brand image and behavioural intention: The mediating effects of satisfaction and trust and moderating roles of gender and study mode, *Journal of Brand Management*, vol. 26, no. 3, pp. 33
10. Ehrenberg A.S., Uncles M.D., Goodhardt G.J. (2004). Understanding brand performance measures: using Dirichlet benchmarks, *Journal of Business Research*, vol. 57, no. 12, pp. 1307–1325.
11. De Chernatony L., Harris F., Christodoulides G. (2004). Developing a brand performance measure for financial services brands, *The Service Industries Journal*, vol. 24, no. 2, pp. 15–33.
12. Lee J., Park S.Y., Baek I., Lee C.S. (2008). The impact of the brand management system on brand performance in B–B and B–C environments, *Industrial Marketing Management*, vol. 37, no. 7, pp. 848–855.
13. Bloemer J., Kasper H. (1995). The complex relationship between consumer satisfaction and brand loyalty, *Journal of Economic Psychology*, vol. 16, no. 2, pp. 311–329.
14. Yoo B., Donthu N. (2001). Developing and validating a multidimensional consumer-based brand equity scale, *Journal of Business Research*, vol. 52, no. 1, pp. 1–14.

15. Doyle P. (2000). *Value-Based Marketing*. Chichester: John Wiley & Sons. 384 p.
16. Coleman D.A., de Chernatony L., Christodoulides G. (2015). B2B service brand identity and brand performance: an empirical investigation in the UK's B2B IT services sector, *European Journal of Marketing*, vol. 49, no. 7/8, pp. 1139–1162.
17. Christodoulides G., de Chernatony L. (2010). Consumer-based brand equity conceptualization and measurement: A literature review, *International Journal of Research in Marketing*, vol. 52, no. 1, pp. 43–66.
18. Luxton S., Reid M., Mavondo F. (2015). Integrated marketing communication capability and brand performance, *Journal of Advertising*, vol. 44, no. 1, pp. 37–46.
19. Rust R.T., Ambler T., Carpenter G.S., Kumar V., Srivastava R.K. (2019). Measuring marketing productivity: current knowledge and future directions, *Journal of Marketing*, vol. 68, no. 4, pp. 76–89.
20. Tsai H., Fong L.H.N. (2021). Casino-induced satisfaction of needs and casino customer loyalty: the moderating role of subjective norms and perceived gaming value, *Journal of Travel & Tourism Marketing*, vol. 38, no. 5, pp. 478–490.
21. Johansson J.K., Dimofte C.V., Mazvancheryl S.K. (2012). The performance of global brands in the 2008 financial crisis: A test of two brand value measures, *International Journal of Research in Marketing*, vol. 29, no. 3, pp. 235–245.
22. Oliveira-Castro J.M., Foxall G.R., James V.K., Pohl R.H., Dias M.B., Chang S.W. (2008). Consumer-based brand equity and brand performance, *The Service Industries Journal*, vol. 28, no. 4, pp. 445–461.
23. Han S.H., Nguyen B., Lee T.J. (2015). Consumer-based chain restaurant brand equity, brand reputation, and brand trust, *International Journal of Hospitality Management*, vol. 50, pp. 84–93.
24. Lam S.Y., Shankar V. (2014) Asymmetries in the effects of drivers of brand loyalty between early and late adopters and across technology generations, *Journal of Interactive Marketing*, vol. 28, no. 1, pp. 26–42.
25. Kusa A., Zauskova A., Cabyova L. (2020). Effect of marketing communication on consumer preferences and purchasing decisions, *Ad Alta: Journal of Interdisciplinary Research*, vol. 10, no. 1, pp. 150–155.
26. Oancea Olimpia E.M. (2020). The Influence of the Integrated Marketing Communication on the Consumer Buying Behaviour. URL: <https://www.sciencedirect.com/science/article/pii/S2212567115004463>.
27. Almeida F., Almeida J., Mota M. (2019). Perceptions and Trends of Booking Online Payments in Tourism, *Journal of Tourism and Services*, vol. 10, no. 18, pp. 1–15. DOI: 10.29036/jots.v10i18.39.
28. Ajaz Khan K., Çera G., Néték V. (2019). Perception of the Selected Business Environment Aspects by Service Firms, *Journal of Tourism and Services*, vol. 10, no. 19, pp. 111–127. DOI: 10.29036/jots.v10i19.115.

29. Davis S.M., Dunn M. (2002). Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth. 1st ed. Jossey-Bass. 320 p.
  30. Munoz T., Kumar Sh. (2004). Brand metrics: Gauging and linking brands with business performance, *Journal of Brand Management*, vol. 11, pp. 381–387. DOI: 10.1057/PALGRAVE.BM.2540183.
  31. Sherrington M. (2006). Invisible brand values. Moscow: Vershina. 304 p.
  32. Cherenkov V.I., Vereteno A.A. (2019). Brand and branding: Issues of theory and representation, *Vestnik of Saint Petersburg University. Management*, vol. 18, no. 2, pp. 145–174.
- Khvatskovich N. (2020). Brand profitability indicator as one of the tools for assessing the effectiveness of branding, *Journal of the New Economic Association*, no. 1 (45), pp. 132–150.